

THE MAXWELL REPORT

MAXWELL INTERNATIONAL ESTIMATES

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UNITED STATES

MARKET DIVISION BY TYPES

		Market share		
		1979	1980	1981
		%	%	%
Filter		91.1	91.9	92.4
Non-filter		8.9	8.1	7.6

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share		
		1979	1980	1981
		%	%	%
Winston				
85 soft pack	PM	5.9	5.8	5.7
85 hard box	PM	5.8	5.7	5.5
100 soft pack	PM	1.7	1.7	1.8
100 hard box	PM	0.6	0.7	0.7
Light	PM	0.2	0.2	0.2
100 light	PM	1.9	2.3	2.4
100 lightst	PM	0.8	1.1	1.3
85 lightst	PM	—	0.2	0.7
Winston totals		16.9	17.7	18.3

Winston				
85 soft pack	RE	7.2	6.9	6.6
85 hard box	RE	0.4	0.4	0.4
100	RE	2.3	2.2	2.2
85 lightst	RE	2.2	2.4	2.3
100 long lightst	RE	1.1	1.2	1.3
85 ultra	RE	—	—	0.2
100 ultra	RE	—	—	0.3
Winston totals		13.4	13.2	13.3

Palem				
85	RE	3.1	2.8	2.7
100	RE	1.9	1.7	1.7
Lightst	RE	2.2	2.2	2.2
Long lightst	RE	1.4	1.5	1.5
85 ultra lightst	RE	—	0.2	0.2
100 ultra lightst	RE	—	0.2	0.4
Palem totals		8.8	8.7	8.7

Kent				
85 soft pack	BW	5.5	5.1	4.8
85 hard box	BW	0.4	0.3	0.3
100	BW	1.5	1.5	1.5
Lightst	BW	0.9	0.9	1.0
85 super lightst	BW	0.1	0.1	0.1
100 super lightst	BW	0.4	0.4	0.3
non-filter	BW	0.1	0.1	0.1
Kent totals		9.3	8.8	8.4

Camel				
non-filter	RE	2.4	2.3	2.3
regular	RE	0.9	0.9	1.1
80 lightst hard box	RE	—	0.1	0.1
lightst	RE	0.8	0.8	1.0
100 lightst	RE	0.2	0.2	0.3
Camel totals		4.3	4.3	4.8

Phil Moll				
85 non-filter	AT	4.2	3.9	3.5
100 gold	AT	1.1	1.0	0.9
100 low tar menthol	AT	0.1	0.1	0.1
100 lightst	AT	0.2	0.2	0.1
Phil Moll totals		5.6	5.2	

Benson & Hedges				
100	PM	1.7	1.5	1.4
100 menthol	PM	1.2	1.2	1.2
non-filter	PM	0.2	0.1	0.1
85 lightst	PM	0.8	0.9	1.0
100 menthol lightst	PM	0.6	0.8	0.9
Benson & Hedges totals		4.5	4.5	4.6

Merit				
85	PM	1.9	2.2	2.0
85 menthol	PM	0.4	0.5	0.4
100	PM	1.1	1.2	1.2

Brand & type	Maker	Market share		
		1979	1980	1981
		%	%	%
100 menthol	PM	0.3	0.3	0.3
85 ultra light	PM	—	—	0.3
85 menthol ultra light	PM	—	—	0.2
Merit totals		3.7	4.2	4.4

Vantage				
Menthol	RE	2.0	1.9	1.8
100	RE	0.4	0.5	0.4
85 ultra	RE	0.8	0.7	0.8
100 ultra	RE	0.2	0.3	0.3
Vantage totals		3.4	3.8	3.7

Kent				
85 soft pack	LO	1.4	1.3	1.1
100	LO	0.8	0.7	0.7
KS light	LO	0.9	0.8	0.7
100 light	LO	0.1	0.5	0.5
Kent totals		3.2	3.3	3.0

Virginia Slims				
100	PM	0.8	0.7	0.7
100 menthol	PM	0.8	0.6	0.6
100 lightst	PM	0.1	0.5	0.5
100 menthol lightst	PM	0.1	0.5	0.7
Virginia Slims totals		1.8	2.3	2.5

Carlton				
85	AT	0.9	0.9	0.7
85 menthol	AT	0.3	0.3	0.3
100	AT	0.9	1.0	0.9
100 menthol	AT	0.3	0.3	0.3
Carlton totals		2.5	2.6	2.2

Newport				
85 soft pack	LO	0.9	1.0	1.2
85 hard box	LO	0.3	0.5	0.5
100	LO	0.2	0.2	0.2
85 soft pack lightst	LO	0.2	0.2	0.2
hard box lightst	LO	—	—	0.1
KS red	LO	—	—	0.1
Newport totals		1.8	1.9	2.3

Raleigh				
85	BW	0.9	0.8	0.8
100	BW	0.5	0.5	0.4
lightst	BW	0.2	0.2	0.2
LS lightst	BW	0.1	0.2	0.2
KS non-filter	BW	0.1	0.2	0.1
Raleigh totals		1.8	1.9	1.7

True				
85	LO	0.8	0.7	0.7
85 menthol	LO	0.4	0.4	0.3
100	LO	0.5	0.5	0.4
100 menthol	LO	0.2	0.2	0.2
True totals		1.9	1.8	1.6

Golden lights				
85	LO	1.1	0.9	0.7
85 menthol	LO	0.1	0.1	0.1
100	LO	0.8	0.7	0.6
100 menthol	LO	0.2	0.1	0.1
Golden lights totals		2.2	1.8	1.5

Viceroy				
85	BW	1.2	1.0	0.9
100	BW	0.3	0.3	0.3
rich lightst	BW	0.2	0.2	0.2
LS rich lightst	BW	0.2	0.2	0.1
Viceroy totals		1.9	1.7	1.5

Tareyton				
85	AT	0.9	0.8	0.7
100	AT	0.7	0.6	0.5
85 lightst	AT	0.2	0.2	0.1
LS lightst	AT	0.2	0.2	0.1
Tareyton totals		2.0	1.8	1.4

Brand & type	Maker	Market share		
		1979	1980	1981
		%	%	%
More				
100	RE	0.6	0.7	0.7
menthol	RE	0.5	0.5	0.5
lightst	RE	—	—	0.2
menthol lightst	RE	—	—	0.1
More totals		1.1	1.2	1.5

Barclay				
85	BW	—	—	0.5
hard box	BW	—	—	0.2
100	BW	—	—	0.4
85 menthol	BW	—	—	0.1
100 menthol	BW	—	—	0.1
Barclay totals		—	—	1.3

Parliament				
85 soft pack	PM	0.4	0.4	0.3
85 hard box	PM	0.4	0.4	0.4
100	PM	0.5	0.4	0.4
Parliament totals		1.3	1.2	1.1

Belair				
85	BW	0.7	0.7	0.6
100	BW	0.5	0.5	0.5
Belair totals		1.2	1.2	1.1

Lucky Strike				
RS non-filter	AT	1.1	1.0	0.9
Lucky Strike totals		1.1	1.0	0.9

L&M				
85 soft pack	LM	0.8	0.6	0.6
100	LM	0.2	0.2	0.2
lightst	LM	0.3	0.2	0.1
L&M totals		1.3	1.0	0.9

Now				
85 soft pack	RE	0.1	0.3	0.2
100	RE	—	0.2	0.2
100 menthol	RE	—	0.1	0.2
menthol soft pack	RE	—	0.1	0.1
Now totals		0.5	0.7	0.7

Chesterfield				
KS non-filter	LM	0.5	0.5	0.4
RS non-filter	LM	0.1	0.1	0.1
Chesterfield totals		0.6	0.6	0.5

Lark*	LM	0.6	0.5	0.4
Triumph*	LO	0.2	0.4	0.4
Saratoga*	PM	0.4	0.4	0.4
Dorset*	RE	0.7	0.6	0.3
Old Gold Filter*	LO	0.4	0.3	0.3
Cambridge*	PM	—	0.3	0.2
Silva Thinst*	AT	0.3	0.2	0.2
Evet*	LM	0.2	0.1	0.2
Philip Morris*	PM	0.2	0.2	0.1
Max*	LO	0.2	0.2	0.1
Alpine*	PM	0.1	0.1	0.1
Tall*	AT	0.1	—	0.1

Manufacturers: RE - R. J. Reynolds; PM - Philip Morris; BW - Brown & Williamson; AT - American Tobacco (American Brands); LO - Lorillard; LM - Liggett & Myers (Liggett Group).
Cigarette types: KS - king size; LS - long size; RS - regular size.
Some brands available in hard boxes as well as soft packs do not have separately identified the levels of sales in each type of packing.

*Most of these brands exist in various versions; details of the break-down is not given here as their total market share is very small. These brands are only identified as 'light' (L) where all their versions fall into this category.
†Light brands (15mg or less of tar).
— not then on the market or with sales so small as not to deserve separate estimation.

Totals may not add up as they include versions of brands with sales too small to be recorded separately.

TOTAL SALES (million pieces)
1979 - 612,000 1980 - 618,570 1981 - 634,610

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JAPAN

MARKET DIVISION BY TYPES

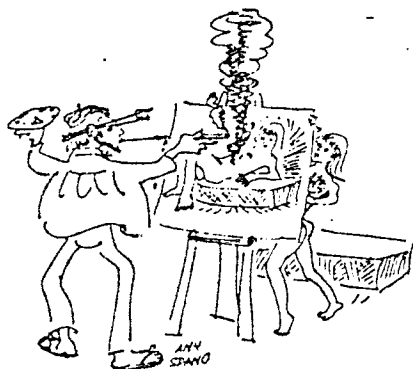
	Market share	1979	1980	1981
Filter	%	98.0	97.8	98.1
Non-filter	%	2.0	2.2	1.9

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	1979	1980	1981
Mild Seven 80mm f	JP	30.5	32.1	37.6
Seven Stars 80mm f	JP	19.2	19.3	17.1
Hi-Lite 80mm f	JP	14.0	13.7	10.9
Hope 70 & 80mm f	JP	7.0	6.7	5.3
Echo 70mm f	JP	5.9	5.8	5.1
Cabin 85 84mm f	JP	—	—	3.7
Cherry 80mm f	JP	5.4	5.2	3.2
Peace 80mm f	JP	3.6	3.6	2.7
Wakaba 80mm f	JP	2.7	2.6	2.5
Mine 60mm f	JP	0.9	0.9	0.9
Shinsei	JP	1.1	—	0.8
Peace	JP	—	—	0.7
Mini Star	JP	0.7	—	0.6
J.U.S.T.	JP	0.7	—	0.6
Lark	PM-I	—	—	0.6
Lark Milds	PM-I	—	—	0.2
Lark 100s	PM-I	—	—	0.1
Parliament 100s	PM-I	—	—	0.1
More	RJR-I	—	—	0.1
Other brands		8.3	10.1	7.2

Manufacturers: JP — Japan Monopoly; PM-I — Philip Morris import; RJR-I — R. J. Reynolds import
Abbreviations: f — filter
— not then on the market
Total sales and market share figures incorporate imported brands not included in the previous Maxwell estimate for Japan

TOTAL SALES (million pieces)
1979 — 313,800 1980 — 310,800 1981 — 311,500



BRAZIL

MARKET DIVISION BY TYPES

	Market share	1979	1980	1981
Filter	%	95.5	96.6	97.1
Non-filter	%	4.5	3.4	2.9

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	1979	1980	1981
Mollywood 85mm f	SC	25.2	29.7	29.2
Arizona 85mm f	SC	16.9	16.6	16.2
Continental 85mm f	SC	15.3	14.8	14.1
Minister 85mm f	SC	13.8	10.3	9.7
Carlton 85mm f	SC	2.5	3.0	3.4
River 85mm f	RJR	1.9	1.8	2.1
Vila Rica 85mm f	RJR	2.0	2.0	1.8
Charm 100mm f	SC	1.6	1.7	1.6
Classicos 70mm p	SC	1.8	1.3	1.2
LS 85mm f	RJR	0.8	0.8	0.8
Arizona 70mm f	SC	0.7	—	0.3
Other brands		17.5	18.0	19.6

Manufacturers: SC — Souza Cruz; RJR — R. J. Reynolds
Abbreviations: f — filter; p — plain
— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 — 135,000 1980 — 141,200 1981 — 131,200

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GERMAN FEDERAL REPUBLIC

MARKET DIVISION BY TYPES

	Market share	1979	1980	1981
Filter	%	87.5	88.2	88.9
Non-filter	%	12.5	11.8	11.1

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	1979	1980	1981
HS f	BAT	19.2	18.6	18.1
Marlboro	PM	11.0	13.0	14.1
Lord Extrat f	BR	10.7	10.4	9.9
Peter Stuyvesant f	RM	7.4	7.1	7.0
Camel f	RJR	5.5	6.2	6.7
Ernte 23 f	RM	7.4	7.0	6.6
Reval p	RH	5.7	5.3	4.8
RG	RM	4.6	4.6	4.8
Lux f	BR	4.6	4.2	3.9
Krone f	BAT	3.2	3.1	3.0
Roth-Handle p	RH	2.9	2.9	2.7
Kurmark f	BAT	1.7	1.7	1.8
KIMT f	BAT	1.1	1.2	1.3
Atikat f	RM	1.0	1.0	0.9
Pearl 100T f	BR	0.9	0.9	0.8
Roth-Handle f	RH	0.7	0.7	0.7
Reval f	RH	0.6	0.6	0.6
Camel p	RJR	0.5	0.6	0.6
Gauloise Caporal p	BAT	0.5	0.5	0.5
Windsor Deluxe	BR	0.5	0.5	0.5
Benson & Hedges f	BAT	0.3	0.4	0.5
Pail Mail p	BAT	0.3	0.4	0.5
Milde Sorte f	AU	0.6	0.6	0.4
Dunhill International	BR	0.4	0.4	0.4
Overstolz p	RJR	0.4	0.5	0.3
June p	RM	0.4	0.4	0.3
Lord Ultrat	BR	—	—	0.3
Eckstein p	RM	0.2	0.2	0.2
Eve 120T	BR	0.2	0.2	0.2
Astor f	BR	0.2	0.1	0.1
Pearl Export f	BR	0.1	0.1	0.1
Other brands		7.2	6.5	7.4

Manufacturers: BAT — British American Tobacco; PM — Philip Morris; BR — Brinkmann; RM — Reemtsma; RJR — Reynolds (Neuerberg); RH — Roth-Handle (Reemtsma); AU — Austria Tabak
Abbreviations: f — filter; p — plain
light brands
— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 — 123,600 1980 — 127,000 1981 — 129,600

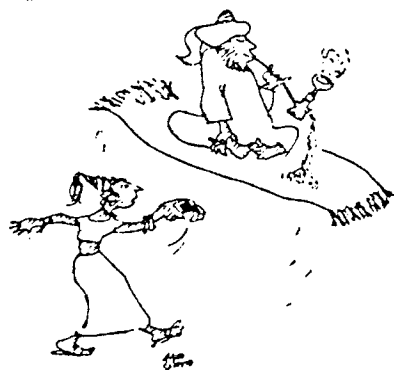
BRITAIN

MARKET DIVISION BY TYPES

	Market share	1979	1980	1981
Filter	%	91.5	93.0	93.5
Non-filter	%	8.5	7.0	6.5

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	1979	1980	1981
Benson and Hedges f	GA	12.8	12.3	14.2
John Player Special ks	PL	—	—	9.5
Silk Cut ks	GA	4.1	4.9	5.0
Embassy Regal f	WO	5.8	4.7	4.7
Embassy f	WO	5.7	5.2	4.6
Embassy Regal ks	WI	3.0	2.7	4.1
No 6 ks	PL	5.2	4.0	3.9
No 6 f	PL	6.8	5.8	3.8
Embassy No 1	WI	4.7	4.2	3.3
Rothmans ks f	CA	4.5	4.2	3.3
State Express ks	BAT	—	—	2.8
Dunhill ks	CA	3.4	2.0	2.7
Lambert and Butler ks	WI	—	—	2.4
Marlboro	PM	—	—	2.3
John Player ksf	PL	4.6	4.0	2.2
Park Drive p	GA	2.8	2.5	2.2
Peter Stuyvesant	CA	—	—	2.0
luxury length	BAT	—	—	1.7
du Maurier ks	WI	2.2	2.0	1.6
Woodbine p	WI	—	—	1.3
Vanguard	PL	—	—	1.3
Kentia Club ks	GA	1.2	1.5	1.2
Peter Stuyvesant luxury	CA	—	—	1.0
length extra mild				



Brand & type	Maker	1979	1980	1981
Silk Cut f	GA	1.5	1.0	0.9
London f	LT	—	—	0.9
State Express medium mild	BAT	—	—	0.9
Silk Cut No 3	GA	1.0	1.0	0.8
Senior Service p	GA	0.7	1.0	0.6
Other brands		30.0	37.0	16.1

Manufacturers: GA — Gallaher; PL — Player's (Imperial); WI — Willis (Imperial); CA — Carreras; BAT — British American Tobacco; PM — Philip Morris; LT — London Tobacco
Abbreviations: f — filter; p — plain; ks — king size
— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 — 123,300 1980 — 120,800 1981 — 110,300

ITALY

MARKET DIVISION BY TYPES

	Market share	1979	1980	1981
Filter	%	84.8	88.6	89.3
Non-filter	%	15.2	11.4	10.7

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	1979	1980	1981
MS f	MN	31.9	35.1	38.5
Marlboro f	PM-I	13.5	13.6	12.0
MS Blu f	MN	2.2	3.2	3.6
Muratti Ambassador f 20	MN-L	4.6	4.4	3.5
Multifilter 100s	PM-I	1.6	2.0	2.1
Nazionali p	MN	6.6	3.9	2.7
Diana ksf	MN-L	2.7	2.6	2.7
Kim	BAT-I	2.0	2.3	2.3
Marlboro f	MN-L	1.9	2.0	2.1
Merit ksf	PM-I	1.0	1.4	2.0
N 80 ksf	MN	2.1	1.7	1.9
Lido f	MN	2.0	1.9	1.8
Nazionali f	MN	2.1	1.9	1.6
Super Senza f	MN	1.4	1.8	1.4
Milde Sorte	AT-I	2.0	1.7	1.4
Esportazione p	MN	1.0	1.1	1.4
Superis f	MN	1.5	1.4	1.2
Stop ksf	MN	1.4	1.2	1.2
Muratti Ambassador f	PM-I	1.3	1.3	1.1
Alfa p	MN	1.1	1.1	1.1
Other brands		16.1	14.4	13.4

Manufacturers: MN — Monopolo di Stato; MN-L — Monopolo, made under licence; PM-I — Philip Morris import; BAT-I — British American Tobacco import; AT-I — Austria Tabak import
Abbreviations: f — filter; p — plain; ks — king size; ls — long size

TOTAL SALES (million pieces)
1979 — 96,800 1980 — 98,700 1981 — 100,900

CANADA

MARKET DIVISION BY TYPES

	Market share	1979	1980	1981
Filter	%	96.1	96.5	96.8
Non-filter	%	3.9	3.5	3.2

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	1979	1980	1981
Export 'A' reg	MC	11.6	10.3	9.5
Player's Light reg	IM	6.6	9.2	9.2
Player's f	IM	7.1	6.5	6.5
Rothmans ksf	RO	8.4	7.0	6.4
du Maurier reg	IM	6.2	6.3	6.3
du Maurier ks	IM	5.7	5.3	5.2
Craven ks	RO	3.6	3.4	3.2
Rothmans Special Mild ks	RO	2.5	2.8	2.6
Matinee Extra Mild	IM	1.7	2.3	2.4
Matinee ks	IM	2.7	2.3	2.3
Craven 'A' reg f	RO	2.3	2.3	2.3
Mark Ten f	BH	2.6	2.4	2.2
Export 'A' Lights reg	MC	1.7	1.9	2.1
Number 7	RO	2.7	2.2	2.0
Craven m	RO	2.3	2.1	2.0
Player's Extra Light	IM	0.1	1.4	1.9
du Maurier Special Mild ks	IM	1.6	1.8	1.7
Belvedere reg	BH	1.9	1.8	1.6
Cameo m	IM	2.0	1.6	1.6
Peter Jackson ks	IM	2.0	1.5	1.5
Matinee f reg	WA	1.7	1.5	1.5
Export 'A' Medium	MC	0.1	1.6	1.4
Player's p	IM	1.8	1.3	1.3

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Brand & type	Maker	Market share		
		1979	1980	1981
Vantage	MC	1.2	1.3	1.3
Mark Ten ksf	BH	1.3	1.2	1.1
Export p	MC	1.2	1.1	1.0
Beldere Extra Mild	BH	0.6	0.6	1.0
Cameo Extra Mild	IM	1.0	1.0	0.9
Medallion	IM	0.9	1.0	0.9
Craven 'A' Special Mild ks	RO	0.9	0.9	0.9
Viscount ks	BH	1.2	1.1	0.8
Player's Light ks	IM	0.7	0.7	0.8
du Maurier Special Mild 100s	RO	0.6	0.7	0.7
Number 7 Lights	BH	0.8	0.7	0.6
Beldere ks	BH	0.7	0.6	0.6
Benson & Hedges 100s	BH	0.7	0.6	0.6
Peter Jackson Extra Light	IM	0.6	0.6	0.6
Export 'A' ks	MC	0.6	0.5	0.5
Belmont ks Milds	BH	0.5	0.5	0.5
Macdonald's m	MC	0.5	0.4	0.5
Craven 'A' Special Mild	RO	0.4	0.4	0.4
Sportsman f	RO	0.5	0.3	0.4
Marine Special ks f	IM	0.4	0.4	0.3
Export 'A' Lights ks	MC	0.3	0.4	0.3
Benson & Hedges m 100s	BH	0.4	0.3	0.3
Viscount No. 1 Ultra Light	BH	0.3	0.3	0.3
Benson & Hedges Lights 100s	BH	0.1	0.2	0.3
Craven 'A' Ultra Light	RO	0.2	—	0.3
Number 7 Lights reg	RO	0.1	0.3	0.2
Sweet Caporal reg f	IM	0.2	0.2	0.2
Sweet Caporal p	IM	0.2	0.2	0.2
Sportsman p	RO	0.2	0.2	0.2
John Player Special	IM	0.2	0.2	0.2
Craven 'A' Special Mild reg	RO	0.2	0.2	0.2
Rothmans Special Mild reg	RO	0.2	0.2	0.2
Dunhill	RO	0.1	0.2	0.2
Mark Ten Lights	BH	0.3	0.1	0.2
Marine Special f 100s	IM	0.2	0.2	0.1
Buckingham	IM	0.3	0.1	0.1
Peter Stuyvesant	RO	0.2	0.1	0.1
Benson & Hedges Lights ks	BH	0.2	0.1	0.1
Player's ksf	IM	0.1	0.1	0.1
Pall Mall	IM	0.1	0.1	0.1
Other brands		1.6	2.2	4.7

Manufacturers: MC - Macdonald; IM - Imperial; RO - Rothmans; BH - Benson & Hedges
Abbreviations: reg - regular size; f - filter; ks - king size;
m - menthol; p - plain
— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 - 63,900 1980 - 64,500 1981 - 66,600

SPAIN

MARKET DIVISION BY TYPES

	Market share		
	1979	1980	1981
Filter	93.2	94.0	93.8
Non-filter	6.8	6.0	6.2

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share		
		1979	1980	1981
Decados 85mm f	TB	36.5	39.2	39.6
Fortuna 85mm f	TB	12.9	17.1	21.7
Celtas 85mm f	TB	7.1	5.9	6.1
Rex 85mm f	CE	7.9	7.2	5.0
Winston 85mm f	RJR	2.9	3.7	3.9
Celtas 70mm p	TB	4.3	4.2	3.0
48 85mm f	FI	2.9	2.4	2.0
Record 85mm f	CE	3.2	2.5	1.8
Semora 85mm f	TB	2.5	2.5	1.8
Kaiser 85mm f	FI	2.3	2.1	1.5
Celtas 85mm p	TB	1.2	N/A	1.2
Seten 85mm f	EU	1.0	0.9	0.8
Meales 70mm p	TB	0.8	0.6	0.6
Lola 85mm f	TB	0.7	0.6	0.6
Disunte 70mm p	TB	0.6	0.6	0.6
Vais 85mm f	CE	0.7	0.6	0.5
Marlboro 85mm f	FM	0.4	0.6	0.5
Un x 2 85mm f	TB	0.5	0.5	0.5
Leas 35mm f	TJ	0.8	0.7	0.4
Goya 85mm f	FI	0.7	0.5	0.4
Vencedor 85mm f	FI	0.7	0.5	0.3
Pipe 85mm p m	TB	0.3	N/A	0.3
Yuste 85mm f	TB	N/A	N/A	0.1
Other brands		9.4	7.1	7.1

Manufacturers: TB - Tabacalera; CE - Centro Industrial de Tabaqueros Asociados; RJR - Tabacos Capote (R. J. Reynolds); FI - Cia Tinerfina de Tabacos (Fierro); EU - Eufemiano Fuentes; FM - Philip Morris; TJ - Tabacos Jean; FI - Fabrica de Tabacos Favorita
Abbreviations: f - filter; p - plain; N/A - not available

TOTAL SALES (million pieces)
1979 - 70,600 1980 - 70,400 1981 - 64,200

PHILIPPINES

MARKET DIVISION BY TYPES

	Market share	
	1980	1981
Filter	94.4	90.6
Non-filter	5.6	9.4

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share	
		1980	1981
Hope m 100	FO	27.1	24.6
Champion m	FO	12.0	13.3
Marlboro King	LS	9.5	10.5
Boss Super King	FO	7.4	8.2
Champion International	FO	—	3.9
Philip Morris m	LS	3.4	3.6
Marlboro Regular	LS	4.4	3.2
Peak m 100	FO	—	2.7
Bataan Agar Straight	BT	2.5	2.2
Alhambra Ind Straight	AH	—	1.9
Bowling Green	CB	4.1	1.8
Salem m	FO	—	1.7
Champion 100	FO	—	1.6
Boss m	FO	—	1.3
Peak m	FO	—	1.2
Philip Morris Menthol	LS	—	1.1
King	FO	2.5	1.0
Fortune Special	FO	—	0.9
Champion Light	FO	—	0.9
Winston King	FO	—	0.9
Insular Yebana Straight	IY	—	0.8
Mark m	CB	—	0.7
Pall Mall	CB	—	0.7
Alhambra Ind. f	AH	—	0.6
Camel	FO	—	0.6
Hope m	FO	—	0.6
Jaguar f	FO	—	0.6
Rich m	FO	—	0.5
Other brands		27.1	9.3

Manufacturers: FO - Fortune Tobacco; LS - La Suerte; BT - Bataan Cigar & Cigarette; AH - Alhambra Industries; IY - Insular Yebana Tobacco; CB - Columbia Tobacco
Abbreviations: m - menthol; f - filter
TOTAL SALES (million pieces)
1980 - 52,000 1981 - 59,900

MEXICO

MARKET DIVISION BY TYPES

	Market share		
	1979	1980	1981
Filter	79.7	82.0	80.7
Non-filter	20.3	18.0	19.3

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share		
		1979	1980	1981
Raleigh br	MD	23.1	24.3	27.6
Fiesta br	MD	24.7	26.0	25.8
Baronet br	TM	9.1	8.2	7.4
Marlboro ls fbr	TM	2.5	3.4	8.6
Alas dk	MD	5.2	4.8	5.9
Delicados Ovals dk	TM	6.4	5.8	5.6
Del Prado dk	MD	5.9	5.3	4.7
Faros Ovals dk	TM	3.6	3.2	3.0
Argentinos dk	MD	1.8	1.6	1.4
Sport br	MD	1.2	1.2	1.0
Baronet mbr	TM	1.2	1.1	1.0
Marlboro ksfbr	TM	1.4	1.7	0.9
Commander br	TM	1.0	1.2	0.9
Baronet Lights br	TM	—	—	0.8
Delicados dk	TM	—	—	0.7
Other brands		10.3	10.2	6.7

Manufacturers: MD - La Moderna; TM - Tabacalera Mexicana
Abbreviations: br - bright tobacco; dk - dark tobacco; m - menthol; ks - king size; ls - long size; f - filter
— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 - 51,600 1980 - 53,300 1981 - 52,600



PAKISTAN

MARKET DIVISION BY TYPES

	Market share		
	1979	1980	1981
Filter	27.0	31.0	36.0
Non-filter	73.0	69.0	64.0

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share		
		1979	1980	1981
K2 p 10s	PR	22.6	21.0	17.8
Embassy p	PA	15.4	15.0	10.9
Mark Seven	LA	6.1	6.0	9.0
Medal	KH	3.7	4.5	4.6
Willis f	PA	4.1	5.5	4.2
Embassy f	PA	—	—	4.1
Gold Leaf	PA	2.6	3.2	3.9
Capstan f	PA	5.1	4.5	3.7
Morven Gold f	LA	2.8	3.1	3.4
Hyllite f	IN	2.4	3.0	3.1
K2 ksf	PR	—	—	3.0
Winner	PR	0.2	1.5	2.6
Princeton	LA	0.8	1.1	2.6
Red & White f 10s	PR	2.8	3.0	2.2
Foies Own	SO	2.8	—	1.8
Woodbine	PA	2.5	—	1.6
Plaza f	PA	2.1	2.3	1.6
Melburn	SO	—	—	1.0
National	LA	1.6	1.3	0.8
Other brands		22.3	25.0	18.1

Manufacturers: PR - Premier Tobacco Industries; PA - Pakistan Tobacco Co; LA - Lakson Tobacco Co; KH - Khyber Tobacco Co; IN - Tobacco International; SO - Souvenir Tobacco Co
Abbreviations: p - plain; f - filter; ks - king size
*not estimated
— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 - 32,000 1980 - 34,700 1981 - 35,800



ARGENTINA

MARKET DIVISION BY TYPES

	Market share		
	1979	1980	1981
Filter	99.4	99.0	99.5
Non-filter	0.6	1.0	0.5

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share		
		1979	1980	1981
Jockey Club 85mm f	NP	25.4	25.1	22.2
43 Filtro ks	NP	7.5	7.5	8.5
Jockey Club 100mm f	NP	6.6	8.5	8.4
Marlboro King	NP	2.6	6.8	6.6
L & M	NP	4.5	4.5	5.3
Colorado 85mm f	NP	6.4	5.6	4.6
Particulares ls	NP	5.5	5.0	4.2
Jockey Club ES ks	NP	2.7	3.9	4.2
Imparciales 100s	NP	4.1	3.9	3.4
43 Filtro 100s	NP	2.6	2.6	3.1
Parliament ks	NP	3.4	3.2	2.8
Le Mans ks	NP	3.0	1.8	1.7
L & M 100s	NP	1.0	1.0	1.0
Colorado	NP	0.8	0.7	0.9
Benson & Hedges	NP	1.3	1.1	0.8
Pall Mall	NP	0.4	0.8	0.8
Fontaneres f	NP	0.9	0.9	0.7
Parliament	NP	0.9	0.7	0.5
Colorado 100s	NP	0.9	0.7	0.5
Colorado SS 100s	NP	0.8	0.7	0.5
Kent 100s	NP	1.2	0.6	0.5
Colorado Gold	NP	0.4	—	0.5
Other brands		17.1	14.4	18.3

Manufacturers: NP - Nobleza Piccardo; MP - Masalla Particulares
Abbreviations: f - filter; ks - king size
*not estimated

TOTAL SALES (million pieces)
1979 - 38,200 1980 - 38,300 1981 - 35,200

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